

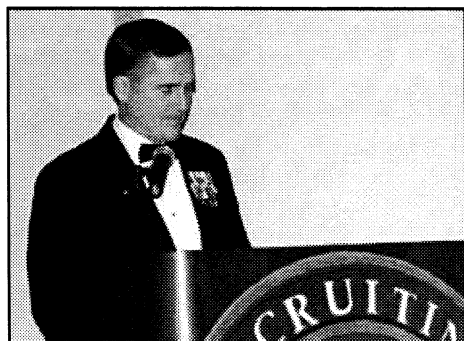
The Northern Light

Volume 3, Number 1

Milwaukee Recruiting Battalion

1st Quarter, Fiscal Year 2001

ATC held Dec. 14-16 at the Dells



Brig. Gen. (Retired) David Grange addresses the battalion during the awards ceremony at the Dells, Dec. 16.
(Photo by Tom Schmidt)

By Pat Grobschmidt

Recruiters from a five-state area gathered at the Kalahari Resort in Wisconsin Dells, Wis., for the Annual Training Conference, Dec. 14-16. The Milwaukee and the Minneapolis Recruiting Battalions combined resources to provide recruiters of both units

with the latest in recruiting sales techniques.

Sparing no expense, the commands enlisted the help of Tom Hopkins and Omar Periu, both nationally known professional sales trainers, to deliver the best possible and most up-to-date training.

Not to be outdone, Milwaukee Battalion Soldier and Family Assistance Specialist Rose Marie Thompson provided a variety of classes for recruiters' spouses. Classes such as "Challenges of Recruiting Duty" provided the spouses attending the opportunity to learn more about recruiting and to share experiences and tips.

In addition, each Battalion Commander hosted a spouse breakfast where issues particular to a spouse could be addressed directly by the commander. Volunteers were also acknowledged for their contributions to the Family Support Group.

Adding some military ceremony and pomp to the conference, the Milwaukee Recruiting Battalion conducted a retirement ceremony for Command Sgt. Maj. Gary Williams. The emotional ceremony cel-

ebrated 30 years of dedication to service of this noncommissioned officer.

After two long days of intense training, the battalions separated for their formal award banquets. Milwaukee Battalion's featured retired Army Brig. Gen. David Grange as the guest speaker. Grange, currently the COO/EX Vice President for the Robert R. McCormick Tribune Foundation, distinguished himself by serving in places such as Vietnam, the DMZ of Korea, former Warsaw Pact countries, Grenada, Russia, the Balkans, Bosnia, Macedonia and before retiring, Kosovo. His amusing attempt at defining "ooah" both entertained and enlightened the soldiers and families attending.

The final day of the event, participants awoke to a winter storm warning, prompting commanders to shorten closing remarks. One by one, recruiters packed their bundled families into warmed, idling vehicles for the long drive home; ready to start another recruiting day, and year.

PaYS initiative gains momentum locally

Story and Photo by Andrew Madsen

As the Army seeks to "reconnect" itself with mainstream America, one of the primary programs designed to bridge the gap is the Partnership for Youth Success (PaYS). Under PaYS, young men and women enlisting in the Army can sign-up with major corporations that agree to give them a priority hiring status following their term of service.

"The PaYS program enables an individual to enlist in the Army for a specific skill and select a post-Army civilian employer that needs an employee with that skill," said Lt. Col. Mark O'Neill, Milwaukee Recruiting Battalion commander. "This unique program establishes partnerships with companies to encourage youth to get their start in the Army."

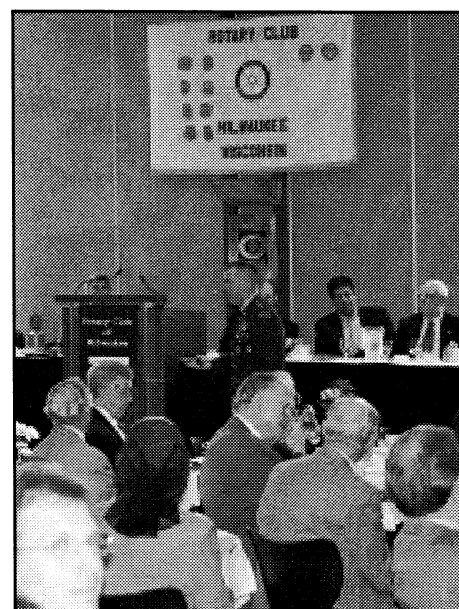
Here's how the program works: upon enlisting for this option, the individual chooses a corporate partner and a skill that fits that company's need. The Army then

trains the soldier in his chosen career field, and provides the experience that comes with a standard enlistment. Upon completing their enlistment—and receiving an honorable discharge—the individual is pre-qualified with their pre-selected PaYS employer.

"This program benefits the Army by expanding the recruiting market, and helping to fill its manpower requirement," O'Neill said. "It benefits the companies by providing quality employees who have had skill training and understand the value of teamwork, communication and work ethic."

Ninety-four of the Army's entry level MOSs presently qualify for the program. In its first year, the PaYS program will accept 5,000 applicants. This figure may change, depending on the level of success.

More information — along with a detailed list of participating companies—is available at goarmy.com for individuals or armypays.com for companies.



Lt. Col. Mark O'Neill gives a PaYS presentation to the Milwaukee Rotary Club in early September.

Dedication: 'A way of life at all levels'

By Lt. Col. Mark O'Neill

Dedication is a word that is passed around a lot these days. The word can be used in many contexts when we talk about recruiting. It could be the recruiter in the field trying to do what is right for success. It could be the CLT who day in and day out receive the daily "friendly" phone call from the BLT asking them all sorts of mundane questions about their command. It could also be the staff member who day in and day out does something for the field force to make it easier for them to succeed and seldom gets a thanks. Or it could be the spouse at home who knows once again their recruiter will be coming home late after they promised to be home in time for the kids' play at school.

In my tenure here in the battalion and my 25 years in the Army, the word dedication is not just a word in a dictionary, but a way of life at all levels. Recruiting in today's world is nothing but HARD WORK!! That's the reality we have to deal with day in and day out to maintain the Army as the world's premier War-fighter. I don't think any of us thought on the day

we raised our hand to support and defend the Constitution we would be in this business called recruiting. If you think about it, we are the only command in the entire Army that does it's "real world" mission everyday.

Yes, there are units in the Army that do their part to support commands getting ready for doing their mission. But we are the only command that if we fail, the rest can not succeed! That's why the word dedication in the recruiting world means so much.

As a commander, I couldn't be prouder of the fine men and women I serve with in this battalion. I know sometimes you don't realize how important you are — mighty important in my Field Manual!

On a personal note from Rebecca and I, we think about the soldiers you put "in boots" frequently. They could serve with our sons. As a father, I think about this a lot. Does it scare me? Heck no! Because I know all of you are dedicated and care about the Army and its readiness.

As an Army officer I'm proud of what we provide our fellow soldiers. If you think you are unimportant, you are dead wrong!

Every one of you — yes, each and every one — is critical to the success of not only the Wolfpack Battalion, but the Army as a whole. Your daily dedication is critical!

As you all know, the Wolfpack Battalion was the best Battalion in 3rd Brigade for FY00. Why? — Dedication! To be the best does not come easy. It takes extra effort, i.e. Dedication, to be the best in anything in life. You should be proud of your accomplishments over the last year but do not rest on the past, strive to do it again.

Earlier, I wrote about the spouse who waited at home for the recruiter to be at the school play of their child, but never made it because of the mission. To those who carry that special duty as a military spouse, I say thank you for your dedication and support. Without you we could not succeed. Your support and love of your soldier is a special dedication that can not be put into words.

As we start out the year of 2001, Rebecca and I wish you all the best of the New Year and the heartfelt blessing that comes with it.

Thru the Lens

It's a pleasure to join the Wolfpack and the command

By Rob Williams

Whenever joining a new unit there is always apprehension concerning your new environment. I am not one to be any different — even after 20 years in the Army, some things never change.

But, my selection as a Public Affairs Specialist in this battalion is already in the plus column. Everyone I have met emits an air of professionalism and stern dedication. Each possesses the desire to be the best and find the best way to do their job successfully. I gladly join your ranks in pursuit of excellence.

As editor of **The Northern Light**, my main focus and responsibility is to serve

the commander and his command mandate of keeping the members of the battalion informed. The best way to ensure this is accomplished through feedback from the readers. I will always be open-minded and open-eared to any suggestions or desires you may have concerning the content of the newsletter and the types of articles you would like to see. It is your communication tool as well as the commander's. And please don't forget our family members — they are just as important as the soldiers to our quality of life and mission accomplishment.

To this end I ask for your input and your ideas. By your contributions, we can help the commander and the unit meet the mission goals. Share your successes and

failures so we all learn from them. That is the way great teams are built and remain successful.

While I bring with me considerable experience in communication skills and Army savvy, I learn every day there are more effective and innovative ways to get the job done. But, we need to share them.

Thank you for the warm welcome and I look forward to working with everyone. Please contact me anytime concerning the newsletter and any possible items or articles you would like to see. Especially with the new advertising and recruiting campaign launched, we'll all need the information.

The Northern Light is an authorized publication for members of the U.S. Army Recruiting Battalion-Milwaukee and their families. Contents of **The Northern Light** are not necessarily the official views of, or endorsed by, the U.S. Government, Department of the Army, or United States Army Recruiting Command. The editorial content of this publication is the responsibility of the U.S. Army Recruiting Battalion-Milwaukee PA Officer. It is published quarterly by the Public Affairs Office, U.S. Army Recruiting Battalion-Milwaukee, 310 West Wisconsin Avenue, Suite 600, Milwaukee, Wis., 53203-2211, (414) 297-4596, E-mail: 5jbn-apa@usarec.army.mil. Circulation: 450.

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New Army Campaign

Army gets new slogan, logo

By Joe Burlas, ARNews

WASHINGTON – To “Be all you can be” in the Army now means being “An Army of one.”

Secretary of the Army Louis Caldera announced the new Army slogan that underscores the importance of individuals in a unified effort and unveiled a new Army logo – a white star superimposed over a yellow star – during a Department of Defense press briefing at the Pentagon Jan. 10.

“I am tremendously inspired by this new campaign and feel as if we are conveying a more accurate view of the men and women who comprise our Army,” Caldera said. “It speaks to the individual strengths of each soldier and their part within the overall Army force.”

The new slogan and logo will be featured in future Army advertising and recruiting.

Leo Burnett, USA, selected last June as the Army’s lead advertising partner, has already developed a campaign featuring real soldiers rather than actors in a series of television, radio, print and web commercials. The first television ad, titled “Dogtags,” initially airs during NBC’s “Friends” sitcom Jan. 11. It will also air later on “The Simpsons,” “Buffy the Vampire Slayer,” and MTV.

“Leo Burnett took the time to learn about the Army and the people who are making significant contributions each and every day,” Caldera said. “They understood that over time the Army had strayed from the true story of the American soldier – one of strength, intelligence and opportunity. And, they have showed a strong commitment to presenting a clear, unified picture of the Army.”

“I am the Army” is the literal translation of the new message going out to the Hispanic target audience of 17- to 24-year-olds. The message is bilingual with Army being in English and

the rest in Spanish. The reason for Army being English is to differentiate it from armies in Latin America, according to Victoria Hudson, executive vice president of Leo Burnett’s Hispanic advertising partner Cartel Creativo.


The reason for a different message is because it says close to the same as “An Army of one” but accounts for Hispanic cultural differences such as the need to fit in and be embraced, said Hudson.

One of the key reasons why the Army needed to change its message was the fact that the Army has missed its recruiting goals three out of the past five years – Be all you can be just wasn’t working, Caldera said. Another reason is that advertising messages get old and tired with

time no matter how recognizable they are, he continued.

The first slogan for the all-volunteer Army was “Today’s Army wants to join you.” This was followed in 1973 by “Join the people who’ve joined the Army” which evolved into a short-lived “This is the Army.” “Be all you can be” first appeared in 1981.

Along with senior Army leaders and key Leo Burnett staff, five of the soldiers featured in the \$150-million ad campaign attended the press briefing. They were Cpl. Richard Lovett, assigned to 27th Engineer Battalion, Fort Bragg, N.C. and shown as the lone runner in the



Specialist Natalie Ortiz. Medical Laboratory Specialist. AN ARMY OF ONE.^(SM) In the United States Army. My unit was keeping a lab clean and sterile in the field. There were Soldiers depending on us. Outside, rain and mud was everywhere. I made sure it stayed there. I AM AN ARMY OF ONE. And there's no weak link in the chain

Find One of 212 Ways to Be A Soldier at GOARMY.COM or call 1-800-USA-ARMY.

One of the new print advertisements being used to promote the new campaign.

Dogtags commercial; Sgt. Joseph Patterson, Soldier Systems Center, Natick, Mass.; Spc. Natalie Ortiz, 32nd Medical Logistics Battalion, Fort Bragg; Spc. Carlos Perez, a reservist assigned to the 6252nd Army Hospital, Ventura, Calif.; and Sgt. Leroy Durrah, 1st Signal Battalion, Fort Campbell, Ky.

Streaming video vignettes telling about the past, present and future plans of each of the advertising campaign soldiers can be viewed at www.goarmy.com. New Army radio, television and print commercials will direct viewers to the web site.

Recruiting message more relevant to youth

By Joe Burlas, ARNews

WASHINGTON – Why change a slogan recognized to be the number two advertising ditty of the 21st century? The answer, according to marketing professional Pat Lafferty, is to make the Army’s message more relevant to today’s youth.

Secretary of the Army Louis Caldera announced the Army’s adoption of “An Army of one” as its new slogan and the kickoff of a new advertising campaign aimed at 17- to 24-year-olds, Jan. 10.

A year-long study conducted in 1999 by the Army and several commercial marketing partners found that while most American youth recognized the Army’s “Be all you can be” slogan, it did not strike a chord in them to find out more about the Army. That study was validated by an independent marketing survey of more than 500 youth conducted by Leo Burnett, USA, this past year. Leo Burnett was selected as the Army’s lead advertising agency last June.

“There has been significant misperceptions about what the Army is, what the Army has to offer, who soldiers are, what they do and why they do it among young adults,” said Lafferty. “In addition to finding that unique benefit only the Army can offer young adults, we had to find ways to communicate that make them sit up and

take notice.”

That benefit, according to Lafferty, is retaining individualism while making significant contributions to something larger than self.

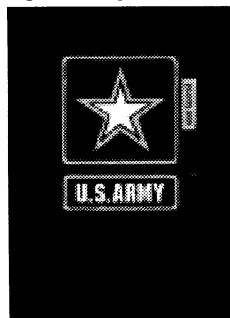
“The Army empowers individuals to succeed, to think on their feet and make decisions, to make stuff happen no matter what the situation or the odds,” Lafferty said. “Soldiers are trained to think, they’re trained to react and they have large responsibilities at a young age – they make things happen. That’s exactly what young adults want according to our research.”

And the method to make the young people sit up and take notice of the Army is to get them to it’s recruiting web site, goarmy.com, via the new campaign’s radio, television and print ads.

“We very much want to get them to the web site and explore the Army,” Caldera said. “We know they are very much in tune with technology because that is where they go for information.”

“They’re going to meet these soldiers – they’re real soldiers in the ads, not actors. They’re going to find out what their life was like before, in high school, during basic training, their families – how they are married and have children today.”

“We want to show that the Army has soldiers just like them.”



DA Awards

Legion of Merit

Command Sgt. Maj. Gary Williams,
Bn. Hq.

Meritorious Service Medal

Capt. Olan Jackson, Jr., Bn. Hq.
Master Sgt. Allen Sivley, Bn. Hq.
Master Sgt. Edward Wojcik, Racine
Sgt. 1st Class Raymond Sweetman,
Green Bay

Staff Sgt. Darlene Carpino, West Allis
Staff Sgt. Guy Rex, Rice Lake

Army Commendation Medal

Sgt. 1st Class Bennie Bounds, Waukesha
Sgt. 1st Class Cheryl Broussard,
West Allis

Sgt. 1st Class David Groce, Madison
Staff Sgt. Guadalupe Berrios, Jr.,
Greenfield

Staff Sgt. Garry Holding, Madison
Staff Sgt. Ricardo Luera, West Allis
Staff Sgt. Kevin Moore, Shorewood
Cpl. Robert Kaminski, West Allis

Army Achievement Medal

Sgt. 1st Class Kenneth Abruzzini,
Eau Claire

Army Achievement Medal

Sgt. 1st Class David Brawner,
Shorewood

Sgt. 1st Class John Halverson,
Stevens Point

Sgt. 1st Class Mark Harrell,
Stevens Point

Sgt. 1st Class David Kagan,
Madison Central

Sgt. 1st Class Lloyd Powell, Madison

Sgt. 1st Class Vern Tranberg, LaCrosse

Sgt. 1st Class Andrew Vinson, Oshkosh

Staff Sgt. Michael Ashley, West Allis

Staff Sgt. Charles Buchanan,
Fond Du Lac

Staff Sgt. Keith Bukowski, Menasha

Staff Sgt. Stephan Deignan, Green Bay

Staff Sgt. Ronald Deutsch,
Burlington (2)

Staff Sgt. John Diflauro, Wausau

Staff Sgt. Daniel Faust, Rice Lake

Staff Sgt. Gary Geske, Kenosha

Staff Sgt. Garry Holding, Madison

Staff Sgt. Morris Jones, Shorewood

Staff Sgt. Dedric Knox, Madison

Army Achievement Medal

Staff Sgt. Adrienne Kuhar,
Stevens Point

Staff Sgt. Michael Madden, Baraboo

Staff Sgt. Hewart Moon, Eau Claire

Staff Sgt. Kevin Morgan, Waukesha (2)

Staff Sgt. Eugene Montoya, Kenosha

Staff Sgt. Rex Ramsey, Milwaukee

Staff Sgt. Shannon Scroggins, LaCrosse

Staff Sgt. Michael Smith, Houghton

Staff Sgt. Junius Winston, Bn. Hq.

Sgt. Brian Pollack, Eau Claire

Sgt. Bradley Smith, Shawano

Meritorious Outstanding

Volunteer Service Medal

Staff Sgt. Rex Ramsey, Milwaukee

Annual Awards

Fiscal Year 2000 winners for the Milwaukee Recruiting Battalion were:

Top Rookie Recruiter with 2-7 months:

Staff Sgt. Dedric Knox, Madison.

Top Rookie Recruiter with 8-13

months: **Staff Sgt. Rex Ramsey**, Milwaukee.

Top New USAR Recruiter: **Sgt. Brian Pollack**, Eau Claire.

Top New RA Recruiter: **Staff Sgt.**

Ronald Deutsch, Burlington.

Top Civilian of the Year: **Richard LeClerc**, Bn. Hq.

Top Guidance Counselor of the Year:

Sgt. 1st Class Craig Lynn, Bn. Hq.

Top Soldier of the Year: **Sgt. 1st Class David Groce**, Madison.

Top USAR Recruiter: **Staff Sgt. Garry Holding**, Madison.

Top RA Recruiter: **Staff Sgt. Steven Jansen**, Menasha.

Top OP Station: **Burlington**.

Top Medium Station: **Shorewood**.

Top Large Station: **Eau Claire**.

Top Combined Company: **Milwaukee**.

Recruiter Awards

3rd Sapphire Star

Staff Sgt. Ronald Deutsch, Burlington
Staff Sgt. Rex Ramsey, Milwaukee

2nd Sapphire Star

Sgt. 1st Class Duane Held, Madison
Staff Sgt. Keith Bukowski, Menasha
Staff Sgt. Ricardo Luera, West Allis
Staff Sgt. Michael Madden, Baraboo
Staff Sgt. Kevin Morgan, Waukesha

1st Sapphire Star

Sgt. 1st Class Kenneth Abruzzini,
Eau Claire

Sgt. 1st Class Mark Harrell,
Stevens Point

Staff Sgt. Stephen Deignan, Green Bay
Staff Sgt. Morris Jones, Shorewood
Staff Sgt. Eugene Montoya, Kenosha
Staff Sgt. Michael Smith, Houghton
Sgt. Jason Conley, Ironwood
Sgt. Brian Pollack, Eau Claire
Sgt. Jeramie Sweeney, Menasha

Gold Badge

Sgt. 1st Class Benny Bounds, Waukesha
Sgt. 1st Class Lloyd Powell, Madison
Staff Sgt. Laverne Barnhardt,
Ladysmith

Staff Sgt. Ricky Burtrum, Madison

Staff Sgt. Brian McKinney,
Stevens Point

Staff Sgt. Gregory Richardson,
Marinette

Staff Sgt. Shannon Scroggins, LaCrosse
Staff Sgt. Mark Westfall, West Bend

3rd Gold Star

Sgt. 1st Class Michael Griffin, LaCrosse

Sgt. 1st Class Mitchell Waters, Wausau

Sgt. 1st Class Clifton Young, LaCrosse

Staff Sgt. David Foster, Stevens Point

Staff Sgt. Brian Kern, Watertown

Staff Sgt. Dedric Knox, Madison

Staff Sgt. Jerome Schweitzer,
Beaver Dam

Sgt. Michael Franklin, Shawano

Sgt. Andrew Traaholt, Ironwood

2nd Gold Star

Sgt. 1st Class Johnny Hart, Escanaba

Staff Sgt. John Berger, Racine

Staff Sgt. Adrienne Kuhar,
Stevens Point

Staff Sgt. Lee Moon, Sturgeon Bay

Staff Sgt. Kenneth Oestreich, Baraboo

Staff Sgt. Russell Rienas, Sheboygan

Staff Sgt. Michael Sathre, Janesville

Sgt. Michael Hull, Iron Mountain

Sgt. James McDuffie, Greenfield

1st Gold Star

Staff Sgt. Brian Brook, Racine

Staff Sgt. William Hoven, Janesville

Staff Sgt. Barry Hull, Menomonee Falls

Staff Sgt. Raymond Issacs, Racine

Staff Sgt. Thomas Kupsh, Dodgeville

Staff Sgt. Gregory Witte, Green Bay

Sgt. Jason Childers, Green Bay

Sgt. James McDuffie, Greenfield

Sgt. Jason Orlando, Kenosha

Sgt. Chadrick Pennington, LaCrosse

Cpl. Jared Fortun, LaCrosse

Ariss 2000 error fix

Staff Sgt. Steven Jansen, Menasha, discovered a way around an error while building a packet on the Ariss 2000 laptop recruiters use.

Should you run across "Error 193 Re: Address" when your Home of Record is different than your Current Address, build your 714 first (and save it) before starting your packet. Then retrieve it and correct the addresses.

USAREC is aware of the problem, however, they do not have a fix for it yet. In the meantime, use the temporary fix above.

— Jean Cruz, Bn. IMO

ATC at the Dells: Meet the winners



Sgt. 1st Class David Groce, Madison, receives his award, with his wife, Paula, as the Milwaukee Battalion Soldier of the Year from Battalion Commander Lt. Col. Mark O'Neill.



Staff Sgt. Steven Jansen, Menasha, receives praise from Command Sgt. Maj. David Swatzentruber, 3rd Brigade, for earning the RA Recruiter of the Year honors.



Sgt. 1st Class Craig Lynn, Green Bay, and his wife, Michelle, receive congratulations from Brig. Gen. (Retired) David Grange, Battalion Commander Lt. Col. Mark O'Neill and Battalion Command Sgt. Maj. Michael Horner as the Top Guidance Counselor of the Year.



Staff Sgt. Garry Holding, Madison, receives congratulations from Command Sgt. Maj. David Swartzentruber, 3rd Brigade, for his selection as USAR Recruiter of the Year.

Photos by Tom Schmidt



Richard LeClerc, support services specialist, receives the Top Civilian of the Year Award from Brig. Gen (Retired) David Grange (r.), Lt. Col. Mark O'Neill and Command Sgt. Maj. Michael Horner.



Staff Sgt. Ronald Deutsch, Burlington, and his wife (r.) David Grange and Battalion Commander L. Top New RA Recruiter of the Year.



Master Sgt. Paul Volpe, USAR Operations Noncommissioned Officer, Bn. Hq., receives the Morrell Medallion from Command Sgt. Maj. Michael Horner.



Command Sgt. Maj. David Swartzentruber, 3rd I, Milwaukee, for earning the Top Rookie Award (l.).



Grange, Lisa, are congratulated by Brig. Gen. (Retired) David Grange, Lt. Col. Mark O'Neill after being awarded the



Sgt. Brian Pollack, Eau Claire, receives the Top New USAR Recruiter of the Year Award from Brig. Gen. (Retired) David Grange, Lt. Col. Mark O'Neill and Command Sgt. Maj. Michael Horner.



Brigade, congratulates Staff Sgt. Rex Ramsey, (13 months).



Staff Sgt. Dedric Knox, Madison, receives the Top Rookie of the Year (2 to 7 months) from Brig. Gen. (Retired) David Grange.

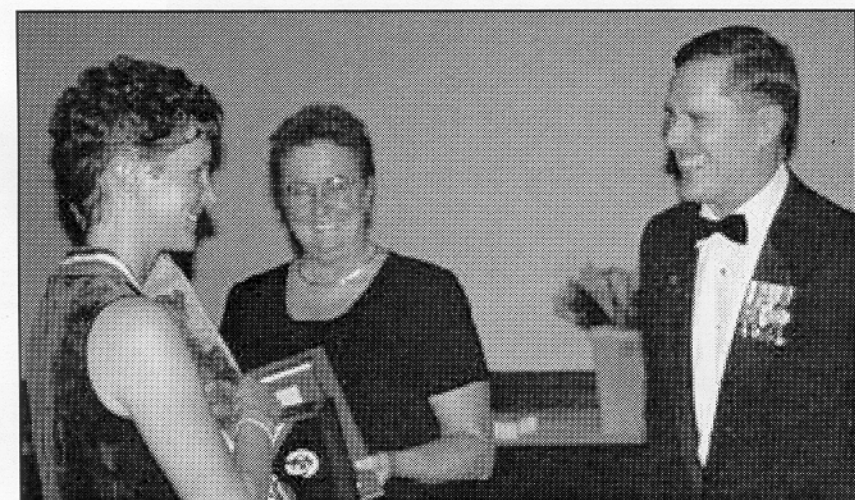
ATC Photo Album



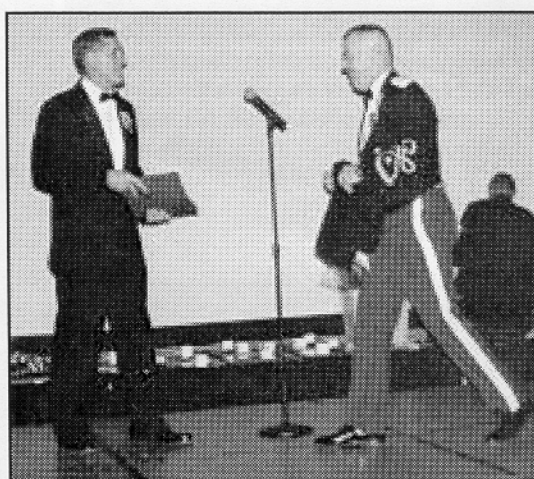
Retiring Command Sgt. Maj. Gary Williams receives a memento commemorating his 30 years of service from U.S. Army Recruiting Command Command Sgt. Maj. Roger Leturno.



Sgt. 1st Class David Kagan, Madison Central, receives the coveted Recruiter Ring from 3rd Brigade Command Sgt. Maj. David Swartzentruber.



Master Sgt. (Retired) Cindy Misner, MEPS Guidance Counselor, has a light moment with Brig. Gen. (Retired) David Grange and her mother, Donna Lamb, after receiving the Morrell Medallion.



Battalion Commander Lt. Col. Mark O'Neill greets Brig. Gen. (Retired) David Grange after his remarks during the awards ceremony.

Capt. Timothy Knowles, Iron Mountain Company Commander, and Sgt. 1st Class Johnny Hart, Escanaba, strike a friendly pose during the ATC at the Dells.



Rebecca O'Neill helps find name tags during the ATC at the Dells.

RSB ready to roll out many new programs with CV and MEV units

By Rob Williams

The Recruiting Support Battalion will be rolling out their Cinema Vans (CV) and Multiple Exhibit Vehicles (MEV) soon with a variety of new programs according to RSB coordinators. A couple of key assets incorporated in the exhibits are new shows related to the Army, service to country and a variety of Discovery Channel videos, which allow teachers to compliment their regular instruction.

Along with several additions to the Army and patriotic programs being added to this season's schedule, these videos will provide recruiters with more enticing programs for scheduling purposes. Five stations in Milwaukee Company will be the first in the battalion to utilize these new assets in March.

New shows

- Service to Country (Song/video)
- My Home Town (Song/video)
- Combat Arms: The Tough Choice
- Day of Infamy, Era of Change
- Army: Force of the Future
- College Market Video
- Communication Show (National Science Center video)
- What Do You Want To Do: Reserve Show
- Army: Force of the Future (updated and shortened version)
- Democracy in Action (Civics Show) (corrected and shortened version)



The Multiple Exhibit Vehicle (MEV) contains a DVD theatre system with a large Lexan screen and a Bose speaker system, an "In-Stand" display and a myriad of programs from Army, Discovery Channel and other sources. The displays can be set up in a classroom or other similar area. The exhibit is targeted towards audiences of 30-40 viewers at a time. (U.S. Army Photo)

Once the RSB completes transferring all the Discovery Channel videos to Digital Video Disc (DVD), they will provide a listing of the content and run-time to the field for scheduling purposes. In the meantime, information concerning the content of the Discovery Channel videos can be obtained by going to the website at www.school.discovery.com and searching for the subject of the video. This will provide a lesson plan for the subject which can be

given to the teacher for scheduling.

Projected Discovery Channel videos

- The Science of HIV
- Understanding Viruses
- Understanding Bacteria
- Understanding the Power of Genes
- Understanding Electricity
- Understanding the Universe
- Understanding Flight
- Understanding Uncertainty
- Understanding Weather
- Understanding Bridges
- Understanding Cities
- Forces & Motion
- Invention: Elements and Compounds
- Seeing the Light
- Invention: Recycling
- Black Holes: The Ultimate Abyss
- The Clone Age
- Discover Magazine: Skyscrapers
- Profiles of Freedom
- The Alaska Highway
- Yellowstone: Volcanic Legacy
- Grand Canyon: Our Geologic Past
- Yosemite: Diverse Habitats

Additionally, the RSB is converting a myriad of other videos for incorporation into the CV/MEV programs.

For more information contact Rob Williams, A&PA, (414) 297-4596.



The large Lexan projection screen and Bose speaker system provide viewing for audiences of 30-40 people. It can easily be set up in a classroom or small auditorium. (U.S. Army Photo)

Dental tops list of family-action fixes

FORT BELVOIR, Va.—Active-duty and reserve-component soldiers and families now have a dental plan with teeth, thanks to the Surgeon General's dental staff and the Army Family Action Plan.

The "teeth" came from Billy Bester, deputy assistant surgeon general for force protection, who briefed three of five completed issues. Those three dealt with dental care.

First in the chair were Army reservists with Issue #427: Dental Insurance for Mobilized Reserve Component Personnel. Bester reported the fiscal year 2000 National Defense Authorization Act allows reservists and their families coverage under the TRICARE Dental Program. They may participate in the program regardless of whether the sponsor is on active duty.

The 24-month minimum enrollment requirement was reduced to 12 months. For RC personnel called to active duty in support of a contingency operation, this minimum enrollment requirement is waivable.

The second issue was #443: Lack of Choice in TRICARE Family Member Dental Plan. Having a basic plan and extra coverage options as recommended by AFAP isn't feasible because only a small segment of the population served would use the extra options, but everyone would end up paying for the increased costs, Bester explained.

However, the TRICARE Management Activity reviewed and analyzed the current TRICARE Family Member Dental Plan as well as other commercial benefit packages. As a result, TRICARE developed a new package that includes coverage family members have requested repeatedly, such as general anesthesia, raising the lifetime maximum age limit for orthodontic coverage from 18 to 21 (23 for college age dependents), and increasing the lifetime maximum orthodontic benefit to \$1500. The new benefits take effect in February. (ARNews)

Army Reserve shares Hammer Award

WASHINGTON—Many Army reserve soldiers can now get physical exams, dental screenings and immunizations from Veterans Administration medical facilities and Federal Occupational Health providers.

The expanded service is available due to a new partnership between the U.S. Army Reserve, VA and Department of Health and Human Services.

Patrick T. Henry, assistant secretary of the Army for Manpower and Reserve Affairs, presented representatives from the three organizations with Hammer awards for the new alliance.

Vice President Al Gore created the Hammer Award to recognize outstanding federal teams that have made significant contributions in support of reinventing government and improving how the government does business.

"It is important to note that the cost of providing this service to our reserve soldiers will not be borne by our veterans," Henry said. "While reservists now have better health care access, the VA and Department of Health and Human Services get additional revenue — providing more resources to be used for caring for our veterans. It's a win-win situation."

That revenue will come from savings in temporary duty and travel costs formally spent to get reservists to a military medical facility when there wasn't one in the area, according to Maj. Gen. Thomas J. Plewes, chief of the Army Reserve. "What we are doing is taking the money already in the system and stretching it to provide better health care for both our soldiers and our veterans," Plewes said.

The Federal Strategic Health Alliance, or FEDS-HEAL, will provide reservists another 10,000 medical facilities across the nation where they can go for readiness health care service. An estimated 60,000 soldiers are expected to use the new network in the next year, Henry said. (ARNews)

Army offers free on-line tech courses

WASHINGTON — Active-duty and reserve soldiers, and Department of Army civilians can continue to take free on-line information technology courses thanks to a recently renewed contract between the Army and SmartForce, a commercial computer training company.

Since the Army started the service in 1998, the course catalog has grown to offer training on more than 1,100 technical subjects.

"Rather than send people away from their jobs to half a dozen places for training, why not save time and money by having them sign up for on-line courses," said Lt. Col. Tom Loper, the program's project manager. "We opted to offer this education to both the civilian and soldier work force. In an increasingly technology-based Army, these classes make

students smarter at their jobs and give them more marketable skills for future jobs — inside or out of the military."

The program is offered on the web at www.armycbt.army.mil. The classes range from how to use word-processor, database and spreadsheet programs for beginner through advanced users to 70 certification-preparation courses for systems administrators and programmers.

While all the classes are free for registered users, the program does not offer actual certifications. Arrangements for certification testing and associated testing fees — often costing several hundred dollars — must be made through commercial vendors. Links to those vendors are posted on the Army CBT web page.

Additionally, many of the offered courses may qualify for college credit. Loper recommended those interested in getting college credit for SmartForce classes check with their local Army Education Services office to determine which qualify and what costs may be involved through a college or university. (ARNews)

TRICARE Prime Remote for families

WASHINGTON—Families of active-duty service members serving in areas far from a military base and its medical facilities will be eligible soon for a new program designed to cut their health care costs.

The fiscal 2001 defense authorization act provides for TRICARE Prime Remote for Family Members to begin Oct. 1, 2001. Active duty members in locations more than 50 miles from a military medical treatment facility have had TRICARE Prime Remote since Oct. 1, 1999. Their families, however, are covered under TRICARE Standard.

TRICARE Prime Remote is similar to civilian health maintenance organizations and preferred provider plans. Beneficiaries use participating health care providers and pay relatively low co-payments and no deductible. Under TRICARE Standard, users can choose any provider, but they pay deductible and higher co-payments.

TRICARE Prime Remote for Family Members will affect the families of roughly 80,000 active duty service members, including recruiters, ROTC instructors and staff, and Training with Industry program participants. The new family member program will offer the same co-payment schedule as TRICARE Prime — much lower than standard.

The TRICARE web site is at www.tricare.osd.mil. (ARNews)

Fiscal Year 2001 military pay changes

The FY 2001 Floyd D. Spence Defense Authorization Act has been signed by the President. Significant changes to military pay are:

Special Duty Assignment Pay

— The authority to increase the maximum SDAP payable to \$600 is approved but is not funded in FY01.

— There will be no increase in SDAP in FY01 (not funded in FY01). Additionally, implementation guidance must be worked out before any increase can be put into place in FY02 or beyond.

Base Pay

— 3.7% across the board pay raise on Jan. 1, 2001.

— For pay grades E5-E7, there will be a one time pay increase of \$32-\$59 effective July 1, 2001. The Secretary of Defense may opt to include other enlisted grades, but, that decision is still pending.

Basic Allowance for Housing (BAH)

— Currently BAH averages allow for an 18.8% out-of-pocket expense for service members. The FY 2001 Defense Act (funding) reduces the out-of-pocket expense to 14.75% in FY01.

— The FY01 Defense Act authorizes the Secretary of Defense to eliminate out-of-pocket expense by FY 2005.

— On or after July 1, 2001, the pay grades of E1-E4 will have a single monthly rate of BAH consistent with the rate paid to E5's.

Allowances

— Senior Enlisted Allowance is approved. This only applies to the Sergeant Major of the Army

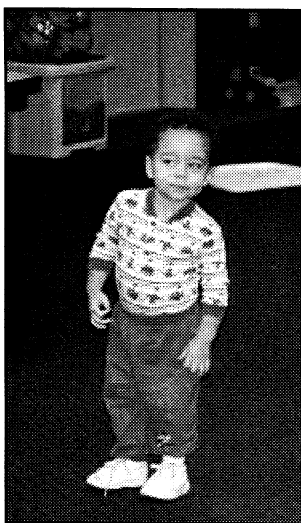
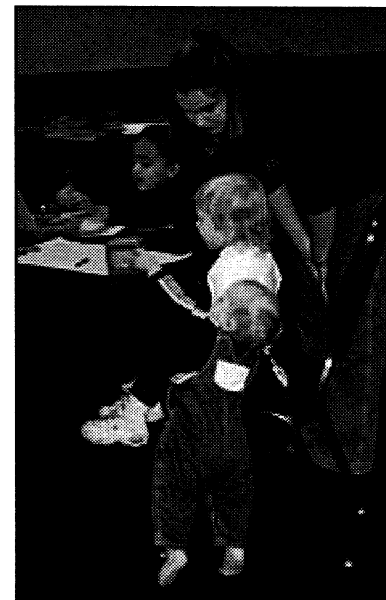
— Officer additional uniform allowance goes from \$100 to \$200.

Thrift Savings Plan (TSP)

—The authority for TSP is approved. However, implementation is not "required" prior to 360 days from the signing of the FY01 Defense Act. (USAREC-RM)

Family Ties

Sons & daughters attend ATC also



Photos

By

Tom Schmidt

(Clockwise from Left) Jared Hill, son of Sgt. 1st Class Terri Hill, Watertown, looks for something to do — or is that get into. Fernando and Marc Anthony LeBron discuss the ATC with dad, Sgt. 1st Class Fernando LeBron, Bn. Hq. Master Sgt. Brian Little, Minneapolis Battalion and his daughter, Katie (r.) and Sgt. 1st Class Bradley Stehley's daughter, Morgan, from the Fargo RS, discuss plans for the evening. Professional child care was provided during the ATC. Capt. Scott Yakoubek, Bn. Hq., has a personal moment with his daughter, Mikayla, on their way to the day care room.

Happy 2001 — did you ever think....

By Sandi Miller

I have always wanted to be a writer. In my dreams there are \$8 million dollar advances, talk show circuits, and a place in the senate — but this will do for a beginning.

Let me introduce myself, I am Sandi Miller, the spouse (politically correct term) of John Miller — the Battalion XO. We arrived in Milwaukee (actually Mequon) in June with our son Zachary, 3. Thus far we love it here, but winter has just begun (I'm a Southern girl by birth). Our last station was Fort Belvoir, Va. John was with the Army's Nuclear Chemical Agency. Needless to say, the DC area is fast paced and crowded, so we were excited to learn we were coming here. On our house hunting visit, we knew things would be good when "heavy traffic" meant 15 minutes to get to work, unlike DC where heavy traffic means hours. The people here are the friendliest and our neighborhood is from a Norman Rockwell painting.

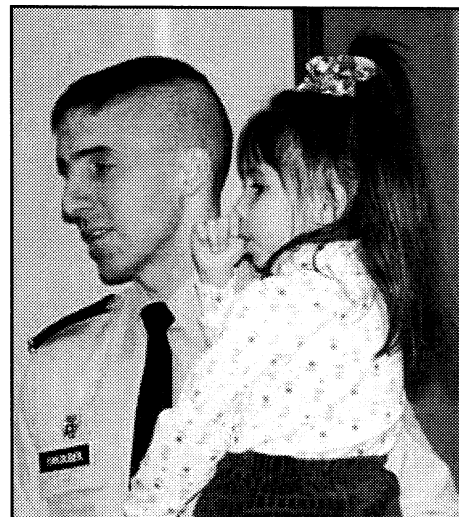
I have a lot to learn about the recruiting business. I have already stepped on toes and opened my mouth when I should have kept it closed — but, come to think of it, I did that previously. Oh well, some things are the same everywhere. Some of the important things I have learned — Training Holidays are nonexistent (you know, that Friday before the Monday thing). Half days mean daylight hours only. Off days mean wear civilian clothes to work, and casual Fridays mean BDU's (or hunting gear as they are know around these parts).

Maybe I am beginning to understand this business after all.

I vouch from my perspective, the hours are long and the benefits are short. To all spouses — my complete admiration. You each deserve a gold medal for endurance. Maybe we can get "Being a Recruiting Spouse" as a Summer Olympic game.

We just attended the Annual Training Conference. This is my first year and I must say, the guy who put this all together did a tremendous job (hey, I get perks for plugging my husband). Actually, I saw many people doing a great job in pulling this event together. I know Sgt. 1st Class LeBron did his share plus. Rose, a wonderful job she did — my question is how she had time with all the TRICARE problems. And Pat, my new friend — any good pictures of me? There were many more involved with the conference planning and I add my thanks for a job well done. Also, the Retirement Ceremony for Command Sgt. Maj. Williams was beautiful (I cried). The folks involved should take a bow.

It is time to close — wow, my own column, wait 'til I tell my friends back home. I have enjoyed meeting many of you and hope I meet every one. With limited knowledge of recruiting, one thing stands above the rest — the "family" feeling I have with each of you. Thank you for allowing us into your family. If I can do anything, please let me know. My home phone is 555, no wait. It's 262-241-4313. I hope you all (yav'll, as we say down south) have a safe and happy new year. May 2001 be filled with more people in boots.



Baby Report

Sgt. 1st Class Mitchell Waters, Wausau, and wife, Rose Marie, have a new girl, Jada Marie, born on Aug. 31. She weighed 7 pounds, 10 ounces and was 19 inches long.

Staff Sgt. Junius Winston, Bn. Hq., and wife, Angela, have a new girl, Ebony Tanna, born on Sept. 19 at 3:00 a.m. She weighed 7 pounds, 13 ounces and was 20 inches long.

Sgt. Jason Trzebiatowski, Wausau, and wife, Suzette, have a new boy, Jason Jr., born on Oct. 24. He weighed 7 pounds even and was 19 inches long.

Sgt. 1st Class Carla Anderson, LaCrosse, and husband, John, have a new boy, Cade Vincent, born on Nov. 14 at 3:14 p.m. He weighed 7 pounds, 7 ounces and was 21 inches long.

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AFAP delegates brief senior leaders on 13 family issues

By Harriet Rice, CFSC Public Affairs

TRICARE, spouse tuition assistance, household goods replacement, and sponsorship issues topped the list of 13 new Army Family Action Plan issues at Fort Belvoir, Va., Nov. 17. The vote concluded a week long AFAP "mini" conference attended by 26 delegates from around the Army.

The Army headquarters event was a compact version of the larger conference held biennially and attended by up to 200 people.

A small number of delegates

considered a large number of issues: 118 in all, covering the areas of entitlements, force support, child and youth, family support, and medical/dental. Arranged into three work groups, each had just four days to review, discuss and resolve as many as 40 issues, select a spokesperson, and decide which five issues they would present to the Army Vice Chief of Staff Gen. Jack Keane. At the Friday briefing, Army spouse Dennis Clair, from Fort Sam Houston, Texas, was first at the podium representing group A. Three of the five issues he briefed were voted among the "top six" of the 13. Two of the three issues dealt with TRICARE: first was dissemination of accurate TRICARE information.

"As TRICARE has grown to encompass all of the Army, the flow of information from one region to another has not maintained the pace," explained Clair. "The TRICARE web sites are readily accessible and are a valuable resource that provide information - when they're regularly updated." The group's recommendations included requiring ongoing updates of TRICARE websites and mandatory briefings on TRICARE during in- and out-processing for all permanent change of station moves.

"Our briefings must ensure when each soldier and family comes to a new assignment, they are made aware of regional differences within TRICARE," he said. "When our people depart duty stations, they need to know the procedures to obtain coverage while in transit."

Joyce Raezer, representing the National Military Family Association, commented that often those who brief the soldiers don't have the most current TRICARE materials. "It's wonderful to have a lot of briefings, but if briefers are using outdated information, which frequently happens, there are more problems."

Brig. Gen. Billy Bester, representing the Office of the Surgeon General, asked that Medical Command be notified if outdated information is being disseminated. He reported on the TRICARE Help E-mail system, another resource for information. "It's a wonderful

system. When you access it, somebody will get back to you in 24 hours with any specific issue," he said. The address is: tricare_help@otsg.amedd.army.mil.

Correcting an inequity was at the heart of the issue of incentives for Reserve Component military technicians. "Currently reservists serving as military technicians are denied some incentives such as enlistment and reenlistment bonuses that are offered to other reserve soldiers," Clair pointed out. "Upon entering military technician status, some reserve soldiers are required to forfeit entitlements already earned. This policy appears to single out a portion of reserve soldiers. By revising existing policies we would ensure all reserve soldiers are treated equitably," Clair said. His group's recommendation was to change the policy so RC technicians serving in both a military and civilian capacity receive the benefits outlined in the Selective Reserve Incentive Program. Maj. Gen. Robert Schultz, commander of the Army National Guard, voiced his agreement with the recommendation.

Tonya Lewis, a staff sergeant in the Army Reserve and a family readiness volunteer with the 94th Regional Support Group in Massachusetts, briefed three issues for group B. One of the issues made it into the "top six": Full Replacement Costs for Household Goods Shipments. Citing horror stories about damaged furniture and appliances from members of her own work group, Lewis urged the pilot programs currently in place be used as a template to develop and fund a full replacement program. William Lucas, deputy commander of Military Traffic Management Command responded.

"The adoption of this is part of what we are doing in the pilots and also what we are proposing to do in the existing program: full replacement value. There's a maximum cap of \$75,000 in the pilot program," he said. There was discussion about when and how the costs would be funded and assurance from Keane the issue would be addressed.

Two issues from group C rounded out the "top six." In his briefing, Ch. (Maj.) Ken Stice, Fort Lewis, Wash., asked the Army to consider establishing an Army-wide spouse tuition/education fund and recommended the garrison chain of command be responsible for sponsoring waiting families of soldiers away on unaccompanied tours.

Other issues briefed included tax credit for employers of reserve component soldiers on extended duty, adoption reimbursement in overseas areas, single parent accession, and paid parental leave for adoptions.